

ORDER



KLAS

Orders Order / Rev: 36544
 Alt Order #: 08825130
 Product Desc: BERKLEY/SENATE/D
 Estimate:
 Flight Dates: 08/28/12 - 09/03/12
 Original Date / Rev: 07/10/12 / 09/05/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency Name: Shorr Johnson Magnus
 Buying Contact:
 Billing Contact:
1831 Chestnut St.
Philadelphia, PA 19103

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Berkley, Shelley - D-USS
 Demographic: A35+
 Product Codes: PO1
 Priority: LV1
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	54	\$52,000.00	\$44,200.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	54	\$52,000.00	\$44,200.00	0.00
Totals	54	\$52,000.00	\$44,200.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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Order Share

	Share	Total
KLAS	21%	\$52,000.00

Market	100%	\$247,619.05
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Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	16%	\$39,619.05
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	13%	\$32,190.48
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/28/12	08/31/12	8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	8	\$650.00	LV1	0.00	NM	3	\$1,950.00
		8 News Now 5a M-F													

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating			
Week: 08/27/12	09/02/12	-TWTF--	8	\$650.00	0.00			
Spot	Ch Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	8 08/27/12-09/02/12	8 News Now 5a M-F	5-6a	-TWThF----	:30	(\$650.00)	0.00	NM

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 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	8	08/28/12	08/31/12	8 News Now 5a M-F	CM	5-6a	-TWTF--	:30	8	\$650.00	LV1	0.00	NM	3	\$1,950.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	-TWTF--		8	\$650.00			0.00						
Spot		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>
				See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
				[due n/a upon entry (DA)]												
5		8	08/27/12-09/02/12	8 News Now 5a M-F		5-6a				-TWThF----		:30	(\$650.00)	0.00	NM	
				See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
				[due n/a upon entry (DA)]												
6		8	08/27/12-09/02/12	8 News Now 5a M-F		5-6a				-TWThF----		:30	(\$650.00)	0.00	NM	
				See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
				[due n/a upon entry (DA)]												
7		8	08/27/12-09/02/12	8 News Now 5a M-F		5-6a				-TWThF----		:30	(\$650.00)	0.00	NM	
				See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
				[due n/a upon entry (DA)]												
8		8	08/27/12-09/02/12	8 News Now 5a M-F		5-6a				-TWThF----		:30	(\$650.00)	0.00	NM	
				See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
				[due n/a upon entry (DA)]												
E 2	8	09/03/12	09/03/12	8 News Now 5a M-F	CM	5-6a	M-----	:30	2	\$650.00	LV1	0.00	NM	2	\$1,300.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	M-----		2	\$650.00			0.00						
E 3	8	08/28/12	08/31/12	8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	8	\$750.00	LV1	0.00	NM	11	\$18,600.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 08/27/12	09/02/12	-TWTF--		8	\$750.00			0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	8	08/28/12	08/31/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	-TWTF--	:30	8	\$750.00	LV1	0.00	NM	11	\$18,600.00
NEWS															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
08/27/12	09/02/12	-TwTF--	8	\$750.00	0.00										
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
2	8	08/27/12-09/02/12	8 News Now 6a M-F	6-7a	-TwThF----	:30	(\$750.00)	0.00	NM						
			See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
			[due n/a upon entry (DA)]												
3	8	08/27/12-09/02/12	8 News Now 6a M-F	6-7a	-TwThF----	:30	(\$750.00)	0.00	NM						
			See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
			[due n/a upon entry (DA)]												
5	8	08/27/12-09/02/12	8 News Now 6a M-F	6-7a	-TwThF----	:30	(\$750.00)	0.00	NM						
			See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
			[due n/a upon entry (DA)]												
6	8	08/27/12-09/02/12	8 News Now 6a M-F	6-7a	-TwThF----	:30	(\$750.00)	0.00	NM						
			See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
			[due n/a upon entry (DA)]												
8	8	08/27/12-09/02/12	8 News Now 6a M-F	6-7a	-TwThF----	:30	(\$750.00)	0.00	NM						
			See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
			[due n/a upon entry (DA)]												
9	8	08/27/12-09/02/12	8 News Now 5-630p M-F	5-630p	MTWThF----	:30	\$1,250.00	0.00	NM						
	(M)	MG for 22.2,14.1,22.6,22.4,9.2,24.2,13.1,20.7,5.2,1.7,3.3,3.5,22.7,1.1,20.8,22.3,20.6,1.8,22.8,22.5,22.1,1.5,1.6,9.1,20.1,2!													
10	8	08/27/12-09/02/12	8 News Now 5-630p M-F	5-630p	MTWThF----	:30	\$1,250.00	0.00	NM						
	(M)	MG for 22.2,14.1,22.6,22.4,9.2,24.2,13.1,20.7,5.2,1.7,3.3,3.5,22.7,1.1,20.8,22.3,20.6,1.8,22.8,22.5,22.1,1.5,1.6,9.1,20.1,2!													
11	8	08/27/12-09/02/12	8 News Now 5-630p M-F	5-630p	MTWThF----	:30	\$1,250.00	0.00	NM						
	(M)	MG for 22.2,14.1,22.6,22.4,9.2,24.2,13.1,20.7,5.2,1.7,3.3,3.5,22.7,1.1,20.8,22.3,20.6,1.8,22.8,22.5,22.1,1.5,1.6,9.1,20.1,2!													
12	8	08/27/12-09/02/12	8 News Now 5-630p M-F	5-630p	MTWThF----	:30	\$1,250.00	0.00	NM						
	(M)	MG for 22.2,14.1,22.6,22.4,9.2,24.2,13.1,20.7,5.2,1.7,3.3,3.5,22.7,1.1,20.8,22.3,20.6,1.8,22.8,22.5,22.1,1.5,1.6,9.1,20.1,2!													
13	8	09/03/12-09/03/12	8 News Now 5-630p M-F	5-630p	M-----	:30	\$1,250.00	0.00	NM						
	(M)	MG for 22.2,14.1,22.6,22.4,9.2,24.2,13.1,20.7,5.2,1.7,3.3,3.5,22.7,1.1,20.8,22.3,20.6,1.8,22.8,22.5,22.1,1.5,1.6,9.1,20.1,2!													
14	8	08/29/12-08/29/12	Wed 9-10p	9-10p	--W-----	:30	\$10,000.00	0.00	NM						
	(M)	MG for 22.2,14.1,22.6,22.4,9.2,24.2,13.1,20.7,5.2,1.7,3.3,3.5,22.7,1.1,20.8,22.3,20.6,1.8,22.8,22.5,22.1,1.5,1.6,9.1,20.1,2!													
15	8	08/27/12-09/02/12	Wed 10-11p	10-11p	--W-----	:30	(\$7,500.00)	0.00	NM						
	(M)	Credited [Spot didn't air due to spc pgmng - moved to 8858745/37159]													
16	8	08/27/12-09/02/12	8 News Now 4-5a	4-5a	MTWThF----	:30	\$50.00	0.00	NM						
	(M)	MG for 22.2,14.1,22.6,22.4,9.2,24.2,13.1,20.7,5.2,1.7,3.3,3.5,22.7,1.1,20.8,22.3,20.6,1.8,22.8,22.5,22.1,1.5,1.6,9.1,20.1,2!													
17	8	08/27/12-09/02/12	8 News Now 4-5a	4-5a	MTWThF----	:30	\$50.00	0.00	NM						
	(M)	MG for 22.2,14.1,22.6,22.4,9.2,24.2,13.1,20.7,5.2,1.7,3.3,3.5,22.7,1.1,20.8,22.3,20.6,1.8,22.8,22.5,22.1,1.5,1.6,9.1,20.1,2!													
E 4	8	09/03/12	09/03/12	8 News Now 6a M-F	CM	6-7a	M-----	:30	2	\$750.00	LV1	0.00	NM	2	\$1,500.00
NEWS															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
09/03/12	09/09/12	M-----	2	\$750.00	0.00										
E 5	8	08/28/12	08/31/12	CBS This Morning 7-9a	CM	7-9a	-TWTF--	:30	4	\$600.00	LV1	0.00	NM	3	\$1,800.00
CBS THIS MORNING															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
08/27/12	09/02/12	-TWTF--	4	\$600.00	0.00										
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type						
2	8	08/27/12-09/02/12	CBS This Morning 7-9a	7-9a	-TWThF----	:30	(\$600.00)	0.00	NM						
			See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17												
			[due n/a upon entry (DA)]												
E 6	8	09/03/12	09/03/12	CBS This Morning 7-9a	CM	7-9a	M-----	:30	1	\$600.00	LV1	0.00	NM	1	\$600.00
CBS THIS MORNING															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
09/03/12	09/09/12	M-----	1	\$600.00	0.00										
E 7	8	08/28/12	08/31/12		CM	12-1230p	-TWTF--	:30	4	\$500.00	LV2	0.00	NM	4	\$2,000.00

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Advertiser: Berkley, Shelley - D-USS
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KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 20	8	08/28/12	08/31/12	7-8p Rotator 7-8p Rotator	CM	7-8p		-TWTF--	:30	8	\$900.00	LV2	0.00	NM		3	\$2,700.00

ET/INSIDER

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				
Week: 08/27/12	09/02/12	-TwTF--	8	\$900.00	0.00				
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	8	08/27/12-09/02/12	7-8p Rotator	7-8p	-TWThF----	:30	(\$900.00)	0.00	NM
See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17									
[due n/a upon entry (DA)]									
2	8	08/27/12-09/02/12	7-8p Rotator	7-8p	-TWThF----	:30	(\$900.00)	0.00	NM
See MG 20.10									
3	8	08/27/12-09/02/12	7-8p Rotator	7-8p	-TWThF----	:30	(\$900.00)	0.00	NM
See MG 12.2									
[Program PE'd on this date due to Football - bco]									
5	8	08/27/12-09/02/12	7-8p Rotator	7-8p	-TWThF----	:30	(\$900.00)	0.00	NM
See MG 20.9									
6	8	08/27/12-09/02/12	7-8p Rotator	7-8p	-TWThF----	:30	(\$900.00)	0.00	NM
See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17									
[due n/a upon entry (DA)]									
7	8	08/27/12-09/02/12	7-8p Rotator	7-8p	-TWThF----	:30	(\$900.00)	0.00	NM
See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17									
[due n/a upon entry (DA)]									
8	8	08/27/12-09/02/12	7-8p Rotator	7-8p	-TWThF----	:30	(\$900.00)	0.00	NM
See MG 3.9,3.10,3.11,3.12,3.13,3.14,3.15,3.16,3.17									
[due n/a upon entry (DA)]									
9	8	08/28/12-08/28/12	Tue 10-11p	10-11p	-T-----	:30	\$900.00	0.00	NM
(M)	MG for 20.5	08/28	Program moved due to Republican Convention						
10	8	08/29/12-08/29/12	Wed 10-11p	10-11p	--W-----	:30	\$900.00	0.00	NM
(M)	MG for 20.2	08/29	Program moved due to Republican Convention						

E 21	8	09/03/12	09/03/12	7-8p Rotator 7-8p Rotator	CM	7-8p		M-----	:30	2	\$900.00	LV2	0.00	NM
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2 \$1,800.00

ET/INSIDER

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/03/12	09/09/12	M-----	2	\$900.00	0.00

0 \$0.00

E 22	8	08/28/12	08/31/12	Letterman Letterman	CM	1135p-1237a		-TWTF--	:30	8	\$600.00	LV2	0.00	NM
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LETTERMAN

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/27/12	09/02/12	-TwTF--	8	\$600.00	0.00

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														Totals	54	\$52,000.00